

Message Text

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ACTION CU-04

INFO OCT-01 EUR-12 ISO-00 MMO-04 SS-15 NSC-05 CPR-01 PRS-01

USIA-15 PA-02 /060 W

----- 109926

R 161631Z APR 76

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 9482

UNCLAS OTTAWA 1519

FOR ROUSE FROM AMBASSADOR

E.O. 11652: N/A

TAGS:

SUBJ: CANADIAN BICENTENNIAL GIFT

FOLLOWING CANADIAN PRESS STORY APPEARED MONTREAL
GAZETTE APRIL 14. IT WAS PRINTED EARLIER IN OTTAWA
JOURNAL:

BEGIN TEXT

BICENTENNIAL GIFT WAITS; BUT FORD TOO BUSY TO GET IT.
CANADA HAS A \$1.1 MILLION PICTURE BOOK IT WANTS TO GIVE THE
UNITED STATES AS A BICENTENNIAL BIRTHDAY PRESENT THIS YEAR.

BUT IT IS HAVING A DIFFICULT TIME PINNING DOWN PRESIDENT
FORD LONG ENOUGH IN AN ELECTION YEAR TO PRESENT THE GIFT TO
HIM.

IT'S NOT THAT THE PRESIDENT DOESN'T WANT THE BOOK,
OFFICIALS SAY. IT'S JUST THAT HE'S ATTEMPTING TO TAKE PART
IN "100- BICENTENNIAL EVENTS HE PROBABLY CONSIDERS MORE
POLITICALLY USEFUL THAN ONE INVOLVING CANADA."

THE BOOK IS A 263-PAGE PHOTOGRAPHIC RECORD OF SCENES
ALONG THE CANADA-U.S. BORDER CALLED BETWEEN FRIENDS-ENTRE
AMIS. IT WAS PUT TOGETHER BY THE NATIONAL FILM BOARD
DURING THE LAST TWO YEARS, AND THOSE WHO HAVE SEEN IT
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SAY IT'S A BEAUTY.

WHAT'S MORE, IT IS NOT LIKELY TO PROVE AS EMBARRASSING AS CANADA'S LAST MAJOR BICENTENNIAL GIFT TO THE U.S.- A TWO-WEEK SERIES OF PLAYS, OPERAS AND BALLET PUT ON LAST FALL BY A NUMBER OF CANADIAN COMPANIES AT WASHINGTON'S JOHN F. KENNEDY MEMORIAL CENTRE FOR THE PERFORMING ARTS.

WHILE SOME WERE PRAISED, MANY OF THE PERFORMANCES WERE PANNED BY CRITICS AND POORLY RECEIVED BY AUDIENCES.

PROMOTERS HAD DIFFICULTY ATTRACTING THE WASHINGTON SMART SET. AND THE SHOWS TOOK PLACE WHILE STATE SECRETARY HENRY KISSINGER BECAME EMBROILED IN A CONTROVERSY OVER DISPARAGING REMARKS HE MADE IN OTTAWA ABOUT FORMER PRESIDENT RICHARD NIXON.

THE BOOK, ON THE OTHER HAND, IS ANYTHING BUT CONTROVERSIAL. IT CONTAINS 220 COLOR PHOTOGRAPHS SELECTED FROM 60,000 TAKEN BY 32 PHOTOGRAPHERS DURING THE LAST TWO SUMMERS.

OFFICIALS SAY THEY HOPE TRUDEAU WILL BE ABLE TO PRESENT IT TO FORD SOMETIME BEFORE THE END OF MAY. THEY ARE EXPLORING THE POSSIBILITY OF A VIDEO PRESENTATION IF THE TWO ARE UNABLE TO FIND TIME TO MEET IN PERSON.

ALL PICTURES IN THE BOOK WERE TAKEN WITHIN 20 MILES ON EITHER SIDE OF THE 4,000-MILE BORDER BETWEEN COUNTRIES. THEY WERE ASSEMBLED UNDER THE DIRECTION OF LORRAINE MONK, EXECUTIVE PRODUCER OF THE FILM BOARD'S STILL PHOTOGRAPHY DIVISION.

PUBLISHERS ARE MCCLELLAND AND STEWART OF TORONTO, WHO PLAN AN INITIAL PRINTING OF 110,000 COPIES, 90,000 OF WHICH WILL BE SOLD FOR \$29.50.

THE REMAINING 20,000 FIRST-RUN COPIES WILL BE GIVEN TO POLITICIANS, LIBRARIES, UNIVERSITIES AND SUCH PEOPLE AS GOVERNORS OF STATES ALONG THE BORDER.
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ABOUT TWO-THIRDS OF THE FREE BOOKS WILL BE GIVEN AWAY IN THE U.S. THE OTHER THIRD WILL GO TO CANADIANS.

DESPITE THE GIVEAWAY, FILM BOARD OFFICIALS SAY MUCH OF THE \$1.1 MILLION COST OF PRODUCING THE BOOK WILL BE RECOVERED DURING THE NEXT 10 YEARS.

MCCLELLAND AND STEWART WILL PAY THE FILM BOARD A ROYALTY OF ABOUT \$1 A BOOK FOR EACH ONE SOLD. BOOKSTORES AND LIBRARIES APPARENTLY ALREADY HAVE ORDERED ALL 90,000 COPIES OF THE FIRST PRINTING AND THE PUBLISHERS ARE MAKING PLANS FOR ADDITIONAL RUNS.

THE FILM BOARD SPENT THE BULK OF ITS MONEY -- \$500,000 - ON PRINTING. IT HAS EXPERIMENTED WITH NEW TUPES OF PAPER AND COLOR REPRODUCTION AND HAS COME UP WITH A "LARGE BOOK, THE STILL LIES FLAT."

THE BOOK IS 10 1/2 BY 14 INCHES AND IS DESIGNED TO FIT "IN THE PALM OF THE HAND AND THE CROOK OF THE ELBOW." IT HAS BEEN STITCHED TOGETHER IN SUCH A WAY THAT THOSE PRODUCING IT SAY IT IS UNLIKELY EVER TO FALL APART.

THE BOARD SPENT ANOTHER \$300,000 ON PHOTOGRAPHY, PROCESSING AND TRAVEL EXPENSES FOR ITS 32 PHOTOGRAPHERS. SOME HAD TO BE DROPPED BY HELICOPTER TO REMOTE SPOTS ALONG THE BORDER FOR PICTURES. END TEXT.
ENDERS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TEXT, BICENTENNIAL CELEBRATIONS, GIFTS, BOOKS, PRESS RELEASES
Control Number: n/a
Copy: SINGLE
Draft Date: 16 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976OTTAWA01519
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760146-0101
From: OTTAWA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760454/aaaabtih.tel
Line Count: 137
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION CU
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: oatisao
Review Comment: n/a
Review Content Flags:
Review Date: 20 MAY 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <20 MAY 2004 by SilvaL0>; APPROVED <15 SEP 2004 by oatisao>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CANADIAN BICENTENNIAL GIFT FOLLOWING CANADIAN PRESS STORY APPEARED MONTREAL
TAGS: SCUL, US, CA
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006